



National Institute on Redistricting  
Session V: Community Mobilization Strategies

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## Community mobilization strategy for redistricting

### Know the Process

- Be aware of the redistricting timeline and process

### Focus on strengths

- Leverage existing organizational expertise and resources to mobilize your community

### Know your community

- Be familiar with your community's 2001 redistricting experience, and prior cycles if possible
- Identify demographic and geographic changes during the past decade

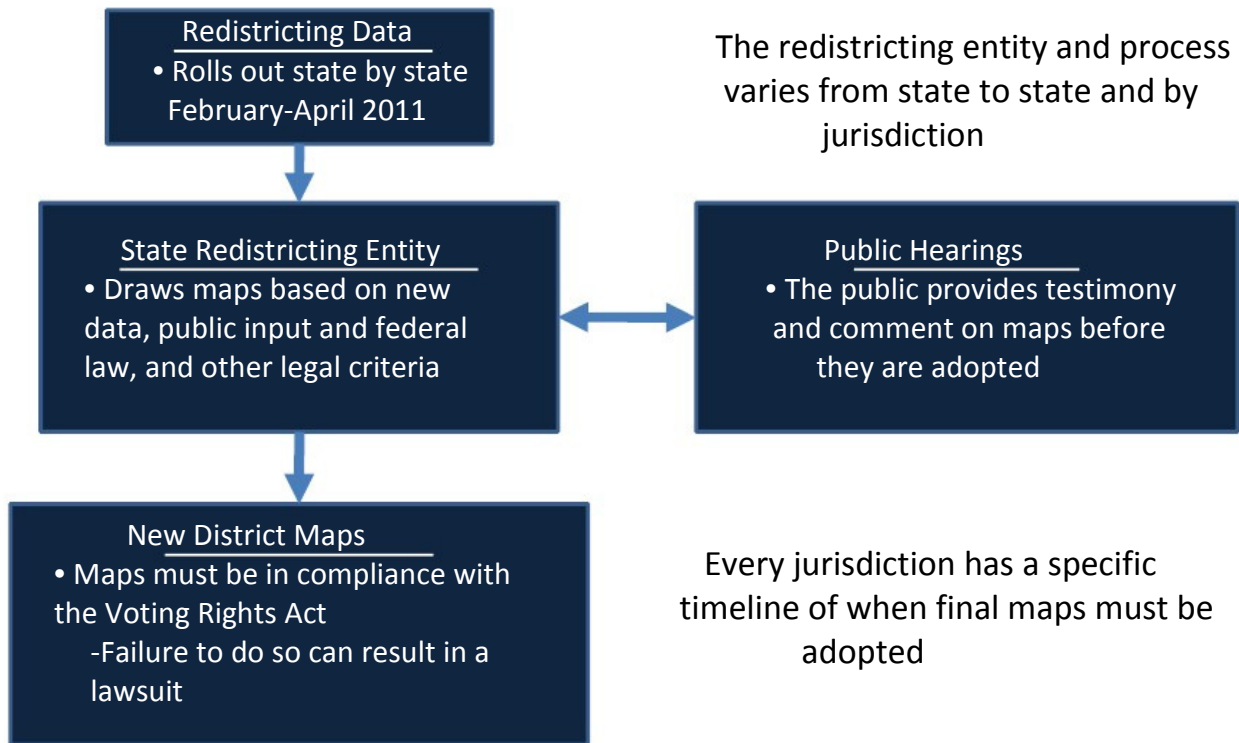
### Develop partnerships for collaboration

- Identify other organizations that have similar goals to yours



Participate in the public process!

## Process at State Level





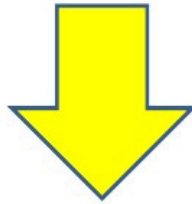
- Identify demographic and geographic changes in the last decade
  - Trends in growth
  - Changes in neighborhood Geography
- Know what street boundaries define your community
  - Need to articulate what your neighborhood/community is for hearings
- Establish community priorities
  - What issues are important to your community



- Identify areas for collaboration based on your community priorities, motivations and organizational strengths
- Identify other groups working on redistricting
- Understand the motivations of others
  - As a nonprofit you need to make sure nonpartisan
- -Understand the strengths of organizations
  - Collecting data, community mobilization, etc
- Establish a unified message as communities of color: 1) the VRA, (2) Communities of Interest, (3) community input, and (4) transparency.

Redistricting does not  
happen in isolation

- Show up at public hearings
- Submit public testimony
- Monitor progress of public process



Let's not get left out, these lines will govern  
us for the next 10 years!

